80216 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson Art Unit: 3688

Serial No.: 09/885,970

Filed: June 21, 2001

For: METHOD AND SYSTEM FOR

CREATING ADVERTISING BOOKS

Attorney

Docket No.: 80216

DECLARATION OF Andrea Jackson

Assistant Commissioner for Patents Washington, D.C. 20231

Dear Sir:

- I, Andrea Jackson, make the following statements based upon my own personal knowledge and experience.
 - (1) I have received a B.A. Degree in Visual Communication from Truman State University in Kirksville, MO on 5/10/2006
 - (2) I am currently employed by Paramount Homes, ZMA, Inc. and AdBook LLC and related companies associated with Bruce A. Fogelson, and have been so employed since 2008. I am a part-time employee.
 - (3) I have career experience in Web Development, Web and Graphic Design, Photography, and Project Management.
 - (4) I am one of the principal web-designers for the web-site known as www.AdBookOnLine.com. The imagery on the first page of www.AdBookOnLine.com is designed to evoke a.) the "ad-book" form, which is used to solicit the "ad-book" donations and messages or "ads". These forms are typically

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single standard vertical one page forms, thus the vertical page-proportioned red "Get Ad Book Forms Here" image. And b.) the "ad-book" administrator or "ad-book chairman" which is best known title for the person of a not-for-profit group who is responsible for all aspects of "ad-book" solicitation and production. The "ad-book chairman" and his/her group or committee is quite un-like a typical commercial book publisher or commercial advertiser, and is entirely more likely to be a non-professional, volunteer or lay-person, and not the same from year to year. Thus, the need for a step-by-step "virtual adbook-chairman" or "ad-book" on line system. Thus the computer-looking horizontal computer screen framed image with the message in red "Get AdBook Administrator Here". These two key elements of the "ad-book" process suggest that the ad-book crated and maintained on line can be out-sourced and created "from scratch", weather starting from the solicitations or starting as a step-by-step ad-book administrator. The above referenced images and page one of the www.AdBookOnLine.com are attached hereto as Exhibit A.

- (5) In working with Bruce Fogelson, I have helped to design the AdBookOnline site to be geared towards a plurality of community groups and charities. Our goal was to create a user friendly, welcoming, and appealing site that would be relevant toward a wide number of people and/or groups. Charity groups, school groups, sports teams, and community organizations should all see the relevance of our site and how AdBookOnline aims to simplify the "AdBook" process saving time and money for the given group. The site is also geared towards groups of all sizes. From small community groups to huge charities, AdBookOnline hopes to serve the entire spectrum with its "AdBook Form" and online administrator, making it easier for these groups to raise funds for their causes.
- (6) I have also helped with the structure, design, and methodology of the "Ad Book Form" for both print and online uses. The basic use of which is providing a base form for a specific group and/or

charity to enter in their appropriate information then dispense to possible and/or probable givers. The structure both online and print must support the organizer's ability to edit the form then dispense it in an un-editable manner. Givers must be able to submit the form in an online or print method that must be directed to the appropriate organization or group. The form was made to be universal to all groups but structured enough to leave the group with as little work as possible.

- The next step for AdBookOnline is to continue the (7) work on the AdBook Administrator. The goal of this is to enable the AdBook Chairman for any number of a plurality of groups to manage his/her group's "ad-book" using a password-protected system to enter the received on-line or print forms from a plurality of that group's members or contributors, including both their donation or "ad-fee" as well as their message, laudable statement or "ad" into their group's online "AdBook". Also to have the online submittals automatically entered into the appropriate Administrator's "AdBook" for each of a plurality of groups. The Administrator for each group should be able to rearrange ads, add new ads, delete ads, provide recognition for special events, donors or group-oriented content, as well as a variety other tools necessary for starting, tracking and completing the "AdBook" pre and post printing and tracking the charitable goals of the group. Once created the system should maintain, for each of the plurality of groups, a separate data-base of members and solicitations and donations to make that group's next ad-book more simple to replicate or to transfer the process to a new password protected ad-book chairman or administrator for that group. The attached group Exhibit B represents the working models which best represent these tools and functions which are being developed. See Exhibit B.
- (8) AdBookOnline is also aimed at teaming up with printers who will produce these "AdBooks" whether a small local printer, which is the current state of the industry, or a larger national printer

who, by nature of each of a plurality of groups utilizing the same ad-book on line system of administration, can benefit from the economies of scale from a more standardized, digital and online system (instead of each of the groups themselves having to find a printer or shop and compare local prices, or each of the groups can compare their own best price with that made available by www.AdBookOnLine.com with the benefit of such an amalgamation of groups to serve). Furthermore, since the www.AdBookOnLine.com process is inherently online, then some or all of the ad-book need not be printed at all, but can exist as a web-enabled on-line display for each group, depending on its desire for a "hard-copy", or with or with out the need for printing at all. These techniques and economies are known to me to be consistent with the U.S. Patent application referenced herein and should combine these complex physical and electronic methods and practices to continue to help cut costs for each of these many groups and organizations creating an "AdBook" as part of their mission and fund-raising methods.

I hereby make this DECLARATON as an individual with my own personal knowledge and opinion, and not on behalf of any group, employer or organization. With this DECLARATION I do not endorse any product or service.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Affiant Andrea Jackson

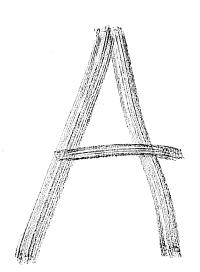
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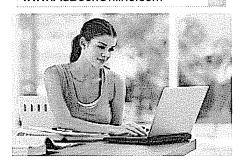
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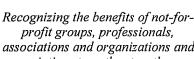
www.AdBookOnline.com



About AdBookOnline
Our Company
Mission Statement
Code of Ethics
News and Updates
Related Web Names
Patent Summary

MISSION

STATEMENT



associations and organizations and associations to gather together as peers and represent them individually but with the tools to help them with their mission to promote, practice and police our Ad-Book services and related industry. MORE...

AdBook Online helps many different groups, each in its own way and all strictly confidential, private and safe.

AdBookOnline.com is your AdBook Assistant online.(sm)
Administrator from Forms to Fundraising for your Group or Organization

"CLICK HERE to get your FREE AD BOOK FORM now!"



Submit

Get

AdBook

Administrator

Here

With Ad Book On Line creating an Ad Book relativiely simple. For organizations developing the Ad Book, we offer great tools for managing Ad Books.

The ABC's of AdBookOnline Include...

- -Assistant -Bookkeeper -Copywriter -Distributer -Electronic transfer -Financial coordinator -Gift (Giver & Getter) -Homepage -Internet...
- School Ad Book Groups
- School Clubs
- Elementary through High School
- College or University
- Fraternity or Sorority **Sport Ad Book Groups**

- Baseball Teams
- Football Teams
- Soccer Teams
- Basketball Teams

Religious Ad Book Groups

- Church or Synagogue
- Sunday School
- Youth Group
- Outreach Programs

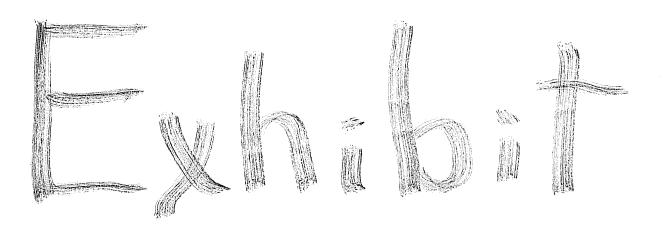
Community Ad Book Groups

- Boys and Girls club
- Girl and Boy Scouts
- Humane Shelter

AdBookOnline.com is in the On Line Assistant family of sites including:

www.OLAllc.com - www.BuilderOnlineAssistant.com - www.HomeBuilderShowroom.com

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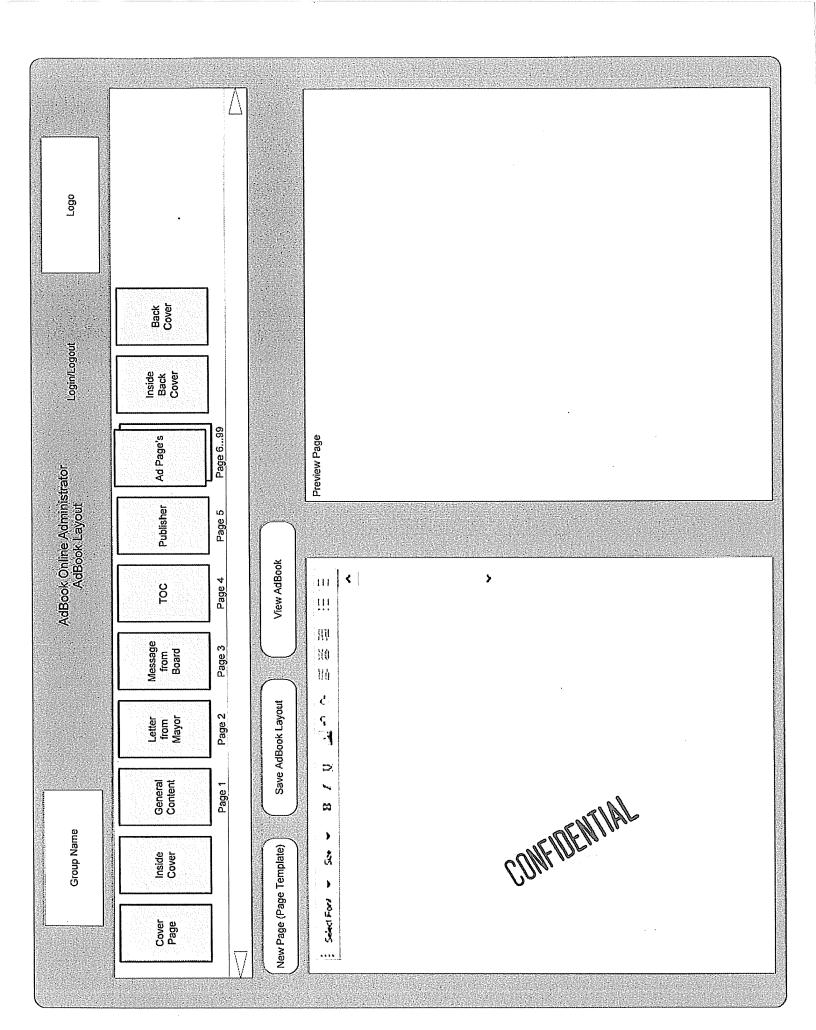


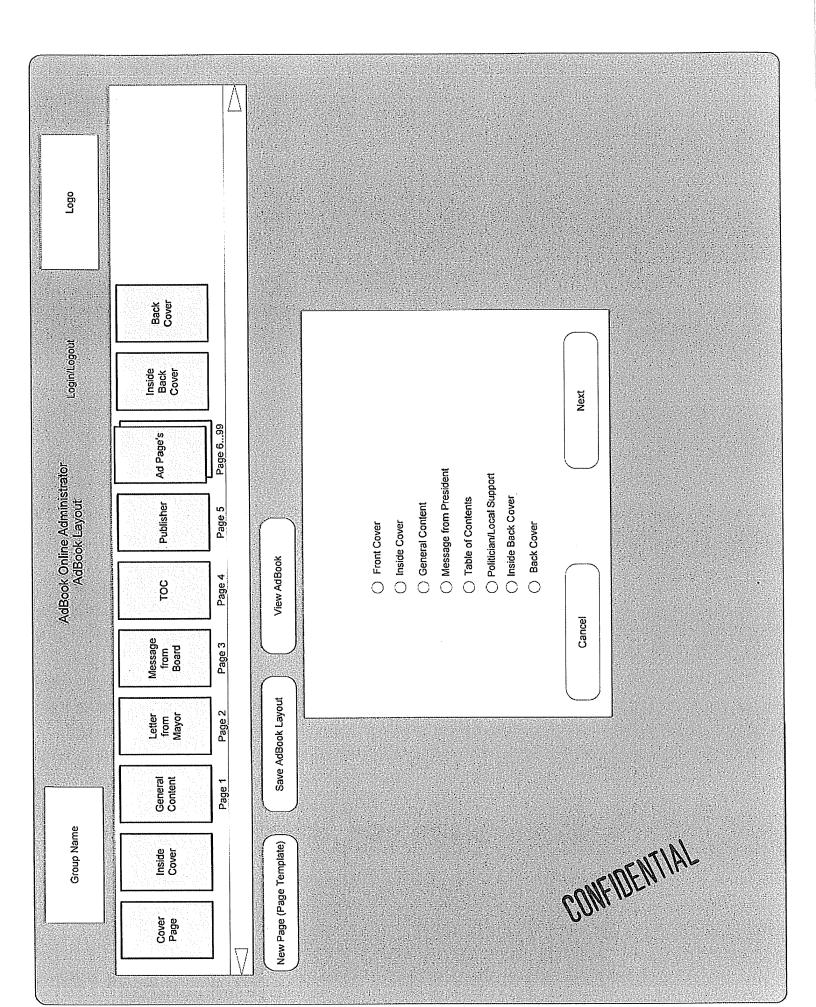
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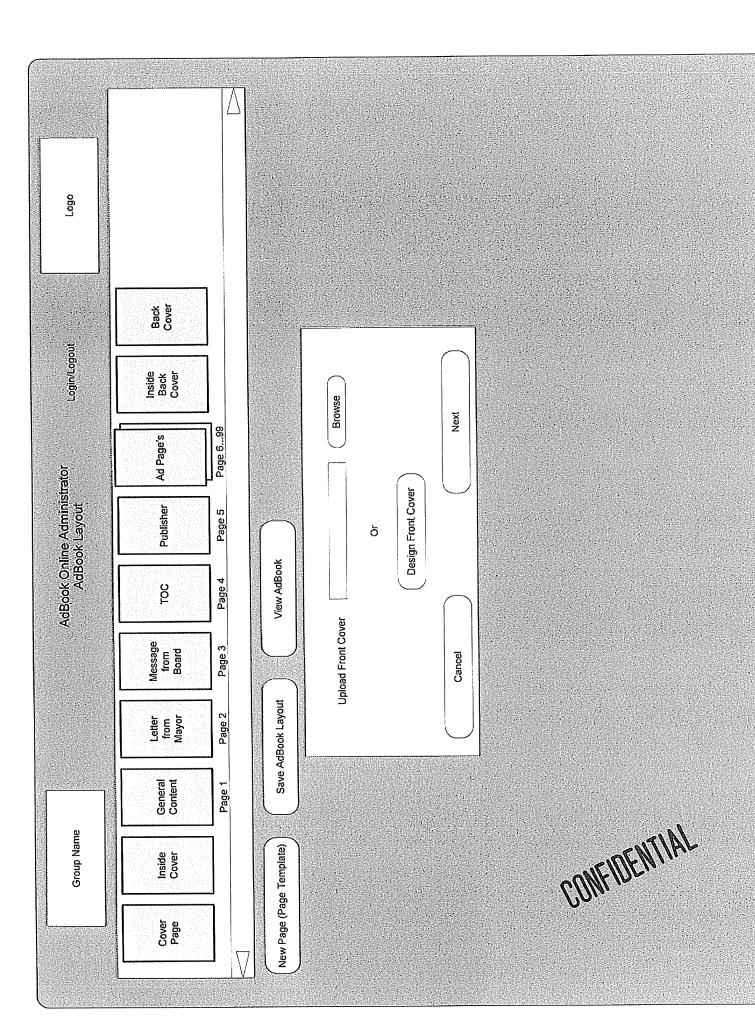
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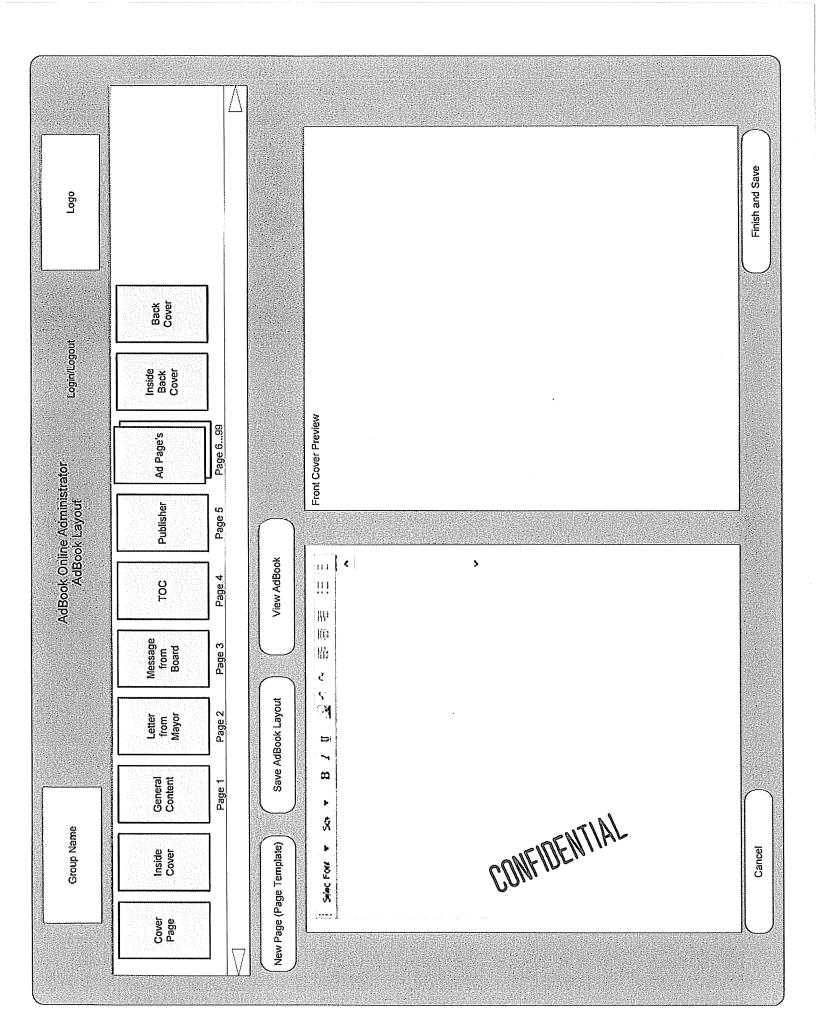
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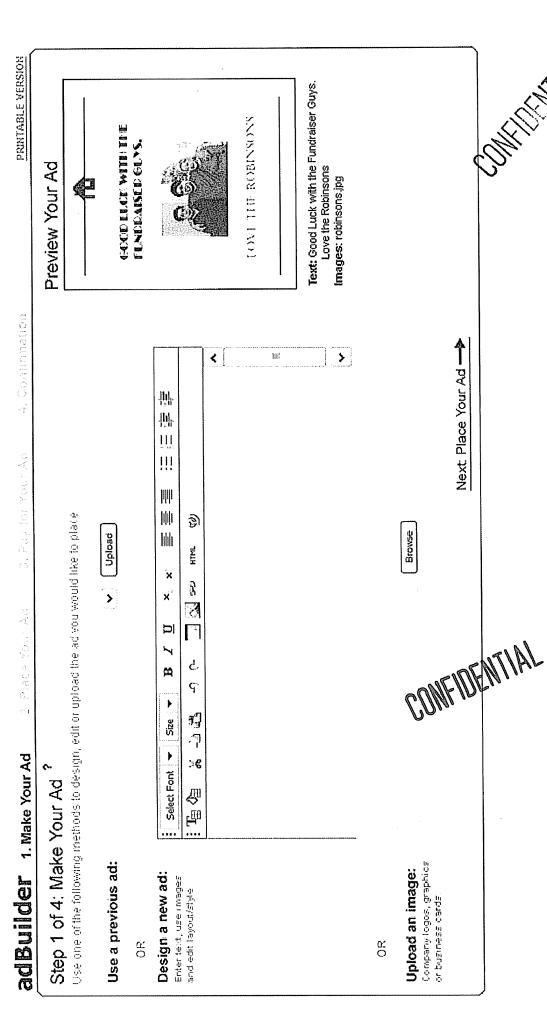


Annual Community Charity Drive

Dear Bruce,

Thank you for your past contributions to the Chicago Home & Builders Foundation events. We are planning another event this spring and would appreciate you support. Please pledge an advertising slot in our Annual Home and Builder's book. We thank you for your support.

- Jim Coleman, Fundraiser Head

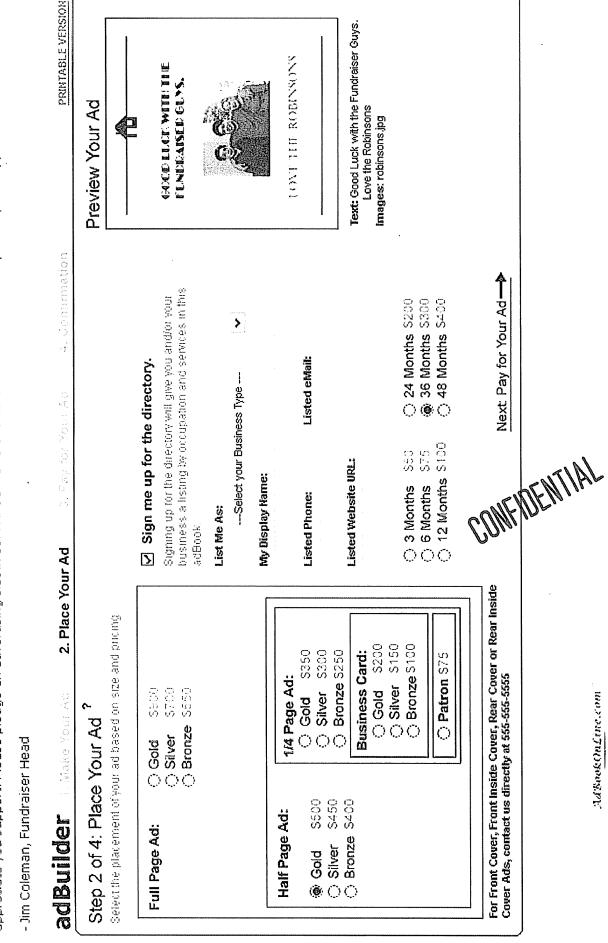


Ad Book On Line, com



Dear Bruce,

Thank you for your past contributions to the Chicago Home & Builders Foundation events. We are planning another event this spring and would appreciate you support. Please pledge an advertising slot in our Annual Home and Builder's book. We thank you for your support.



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Dear Bruce,

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to you right on the screen. You will be sent an elMail conformation fundraisers so successful. Your add will be placed in the upcoming As you know, donations from people like you are what makes our Chicago Home & Builders Fundraiser AdBook. See a preview of it for you records shortly.

We encourage you to invite others to donate to our foundation You can print out a paper copy of our order form and distribute and hope we can count on your generosity for our next event. Remember, the deadline for submissions is March 2, 2008. It to your friends and family or email them an invitation.

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Feel free to review your ad below and make any last minute edits to the layout and text.

Thank you again, Jim Coleman

Chicago Home & Builders Fundraiser Director

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We encourage you to invite others to donate to our foundation You can print out a paper copy of our order form and distribute and hope we can count on your generosity for our next event. it to your friends and family or email them an invitation. Remember, the deadline for submissions is March 2, 2008.

September De

Review your AdBook order form below. You can print theis and send It in witha check or money order for the pledged payment or download a PDF version for your records.

Thank you again,

Jim Coleman

Chicago Home & Builders Fundraiser Director

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Chicago, 11, 00000

555-555-5555 Phone: bruce@gmail.com eMail:

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